



**HABERMAN**

Modern Storytellers for Pioneers

**Minnesota Health Insurance Exchange**

**Brand Identity Recommendation**

**January 31, 2013**

# ASSIGNMENT

Create a brand identity that clearly communicates the Exchange to Minnesotans.



# PROCESS



## OUR PROCESS



# OUR PROCESS



**Secondary Research**

**Category Brand Audit**

**4 Group Sessions**

**11 Individual Interviews**



# OUR PROCESS



# OUR PROCESS



**Small Business Owners**

**Uninsured Individuals**

**Insured Individuals  
(Non-Group)**

**Agent/Brokers**



# KEY BRAND CONSIDERATIONS



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SALTER MITCHELL

STAKEHOLDER INPUT

BRAND AUDIT

**STRAIGHTFORWARD**

**POSITIVE**

**FOR ALL**

**NON-GOVERNMENTAL**

## **ADDITIONAL OBSERVATIONS**

- » Feel unique to Minnesota
- » Make this the “Go-To” resource for purchasing insurance
- » Emphasis on “Choice” and “Options”



# CATEGORY BRAND AUDIT



# MN HEALTH LANDSCAPE



Hennepin County Medical Center



# NAMING EXPLORATION



## NAMING CONSIDERATIONS

- » Differentiating, ownable and unique
- » Clear, concise and simple
- » Reflective of Minnesota (literally or conceptually)
- » Consumer-oriented (total brand)
- » Culturally appropriate/translatable (Hispanic, Somali, Hmong, etc.)
- » Accepted “internally”
- » Not polarizing (brand will live along side many others)
- » Availability (Google, Trademark, URL)
- » Descriptor support



# NAMING PROCESS

GENERATED OVER 200 INITIAL NAMES

REVIEWED 30 WITH HIX TEAM

PRESENTED 8 TO STAKEHOLDERS

SELECTED 2 FINALISTS



# LOGO EXPLORATION



## LOGO CONSIDERATIONS

- » Stand out in Minnesota market
- » Continue to bring in elements of “choice” and “options”
- » Communicate connection, community and inclusion
- » Explore additional reference to Minnesota
- » Make it feel warm, personal, friendly and human; vibrant – not governmental
- » An eye towards related design elements, execution and co-branding
- » Narrowed logo options down to four finalists



# QUALITATIVE TESTING



# QUALITATIVE TESTING METHODOLOGY

NAMES

DESCRIPTORS

LOGOS

JANUARY 21 - 24

1-ON-1 PHONE INTERVIEWS AND FOCUS GROUPS (53 PEOPLE)

SOLID GEOGRAPHIC AND ETHNIC REPRESENTATION

SMALL BUSINESS  
OWNERS

UNINSURED  
INDIVIDUALS

INSURED  
INDIVIDUALS  
(NON-GROUP)

AGENT/BROKERS



# NEXT STEPS



# OUR PROCESS

Phase 1  
BRAND  
DISCOVERY

Phase 2  
BRAND  
CREATION

Phase 3  
BRAND  
TESTING

Phase 4  
BRAND  
FINALIZATION

**Target Completion:  
Feb. 15**

**Select Name**

**Finalize Logo**

**Develop Style Guide**

**Develop Templates**

